

12/17/01



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DATE OF DEPOSIT December 17, 2001

I HEREBY CERTIFY THAT THIS PAPER OR FEE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE "EXPRESS MAIL POST OFFICE TO ADDRESSEE" SERVICE UNDER 37 CFR 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO: BOX PATENT APPLICATION FEE, ASSISTANT COMMISSIONER FOR PATENTS, Washington, D.C. 20231
TYPED NAME: Darryl Kriner

SIGNED

Date December 17, 2001

File No. A-71214/RMA

Box PATENT APPLICATIONS

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application of Inventors: E. Diane Chang, Richard E. Chatwin; Sachin Kumar; Sanjay Ranka, and James R. Weisinger

For: ***System And Method For Improving The Performance Of Electronic Media Advertising Campaigns Through Multi-Attribute Analysis And Optimization***

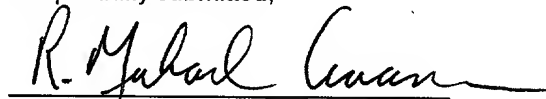
☒ Applicant claims small entity status. See 37 CFR 1.27.

Enclosed are also:

- ☒ Request And Certification Under 35 USC 122(b)(2)(B)(i)
- ☒ Information Disclosure Statement (IDS)/PTO-1449; copies of IDS citations
- ☒ one Sheet of informal drawings
- ☒ An Assignment of the invention to
- ☒ Power of Attorney by Assignee & Exclusion of Inventor Under 37 CFR 3.71
- ☒ Combined Declaration and Power of Attorney for Patent Application
- ☒ Declaration for Patent Application
- ☒ Associate Power of Attorney
- ☒ Request and Certification under 35 U.S.C. 122(b)(2)(i) with attached form PTO/SB/35
- ☒ Genetic Sequence Submission: Paper copy, Computer Readable Copy; Statement Verifying Identical Paper and Computer Readable Copy

	(Col. 1) NO. FILED	(Col. 2) NO. EXTRA	SMALL ENTITY		OTHER THAN SMALL ENTITY	
			RATE	FEE	RATE	FEE
BASIC FEE				\$370		\$740
TOTAL CLAIMS	- 20 =		x 9 =	\$	x 18 =	\$
INDEP CLAIMS	- 3 =		x 42 =	\$	x 82 =	\$
MULTIPLE DEPENDENT CLAIM PRESENTED			+140 =	\$	+280 =	\$
If the difference in Col 1 is less than zero, enter "0" in Col. 2			TOTAL	\$	TOTAL	\$

Respectfully submitted,


R. Michael Ananian, Reg. No. 35,050

**REQUEST AND CERTIFICATION
UNDER
35 U.S.C. 122(b)(2)(B)(i)**

First Named Inventor

Chang, et al.

Title

***System And Method For Improving The
Performance Of Electronic Media Advertising
Campaigns Through Multi-Attribute Analysis
And Optimization***

Atty. Docket Number

A-71214/RMA

I hereby certify that the invention disclosed in the attached application has **not** and **will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b)

Dec 14, 2001

Date

PARAMARK, INC.

By:



Sanjay Ranka, Chief Technical Officer

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application upon filing.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122 (b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Burden Hour Statement: This collection of information is required by 37 CFR 1.213(a). The information is used by the public to request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that request). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SENT TO: Assistant Commissioner for Patents, Washington, DC 20231.

cc: FHTAH DOCKETING